

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Public
Person who are selling farmers

6. CUSTOMER CONSTRAINTS
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Budget
Quality
cashless

5. AVAILABLE SOLUTIONS
Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an

Application Solution and Solution
Using teh weather Reports in Online

Explore AS, differential

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS
Which jobs-to-be-done (or problems) do you address for your

What crop should be cultivated at a specific period.
What crops that might be cultivated in a specific area.

9. PROBLEM ROOT CAUSE
What is the real reason that this problem exists? What is the back story behind the

The drastic climate change
The great loss of Biodiversity

7. BEHAVIOUR
What does your customer do to address the problem and eat the
i.e. directly related: find the right solar panel installer, calculate usage and

Clam and Relaxation
Find the best crop And When to yield and when to cultivate.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS
Weather prediction
Help farmers
Conserve water
Utilize rainfall

4. EMOTIONS: BEFORE / AFTER

Lack of storing the rainfall
Lack of using the rainwater in the efficient way

10. YOUR SOLUTION
Reduce the losses of crops in harvesting
Effective Irrigation
Storing the water
Crop period

8. CHANNELS of BEHAVIOUR
8.1 ONLINE
Database from the net
Prediction of the weather
8.2 OFFLINE
Contacting the farmers
Local Newspapers
magazines

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